

\$66 million of football on the air

With that much paid for rights, search is on
for buyers of minutes priced up to \$200,000 each

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The nation's economy is a bit lethargic, but those in the bustling business of football broadcasting may find it hard to go along with a sagging Standard & Poor Industrial Average.

Their case most readily could center on two of many points on the eve of the 1970 season:

- Radio-TV rights for collegiate and professional games will amount to a whopping \$66,280,375.

- And typical of the way the costs will be absorbed by rights holders is the report that NBC-TV is asking \$200,000 per minute for the Super Bowl next January.

Most of the \$13 million increase over the 1969 football rights total of \$53,198,650 can be credited to ABC-TV's new \$8.5 million-per-year contract with the National Football League that will bring Monday-night, prime-time NFL game coverage (BROADCASTING, Feb. 2).

There may be questions in the minds of some as to the viewers' point of

saturation for football TV, but there are no doubts among ABC-TV advertisers who have bought out the games at \$65,000 per minute.

Though not dealing in these astronomical figures, it is also noteworthy that local radio will be making a relatively strong showing in collegiate and professional revenues.

The 1970 radio-TV rights figure, compiled in BROADCASTING's annual survey, breaks down this way:

- \$62,500,000 from the networks for college and pro games;

- \$2,100,000 in local radio rights for the 26 National Football League clubs;

- \$375,000 in local preseason TV rights for the same NFL teams, about the same figure as last year.

- \$1,305,375 in local radio and delayed TV rights for 125 schools.

For the professionals, it will be the first year of complete consolidation of the old American Football League and National Football League under an NFL banner. The new alignment offers

the American Football Conference and the National Football Conference, both made up of 13 teams. The shift of the Baltimore, Cleveland and Pittsburgh teams from the old NFL to the American Conference, is adding a total of about 2.8 million TV homes for NBC-TV's coverage of the American Football Conference.

While professional-football TV coverage has a note of compatibility with all three networks in for slices of the action, the regular-season TV college spotlight will be mostly on ABC with the others concerned with post-season specials.

The 1970 outlook, by network:

ABC-TV, in the first year of a new two-year contract, at a rights cost of \$12 million will be carrying 35 National Collegiate Athletic Association football games, equal to the 1968 total and two fewer than last year. The schedule includes 11 national telecasts, four at night, and 24 regional games. For the third consecutive year the network is

Monday night may never be the same

ABC's football caper could
scramble network audiences;
ladies to get special pitch

ABC-TV's plunge into prime-time football this fall could reorganize the demographics of network TV audiences on Monday nights when the football games will be carried at 9 p.m. to conclusion (New York time).

CBS-TV's Monday night line-up last year, unchanged for the 1970-71 season, was much more efficient in reaching women than men, according to advertising researchers, while NBC-TV's Monday-night movie, also continuing at

9 p.m. this fall, had special success in reaching men.

NBC officials have been quoted as saying that, confronted with the male appeal of pro football on ABC-TV, they may prefer to compete with CBS and pick movies that are primarily attractive to women for showing on Monday nights.

ABC officials aren't writing the women off, however, by any means. They and football Commissioner Pete Rozelle, who has been trying for years to get football into prime time on a regular basis—took pains to make the team pairings in the first five or six games as broadly attractive as possible, recognizing that "these will be the crucial telecasts, particularly in single-set homes."

The regular-season's first Monday night game Sept. 21 has the New York

Jets against the Cleveland Browns. The next week it will be the Kansas City Chiefs against the Baltimore Colts, followed by Chicago versus Detroit, Green Bay-San Diego, Washington-Oakland and Los Angeles-Minnesota.

Beyond the scheduling, ABC is making a special effort to get wives and husbands to watch together. As part of its promotion program it is preparing a booklet—especially for women—on how to watch pro football.

Whatever their luck with the women, however, ABC authorities are counting on the games to lift them out of the "lousy third" position ABC has generally had on Monday nights. Still unanswered is what will go into the Monday period when football season is over. Best bet right now is movies, but some network officials think a year or two from now it may be basketball.

also offering an extra "wild card" game, to be chosen during the season.

If bought as a package, the NCAA regular-season games plus the Liberty, Sugar and Hula Bowls are priced at \$50,500 a commercial minute. A package of minutes in the regular-season games without the bowls carries a price tag of \$53,000 a minute. Individual minute buys are priced at \$65,000. The availabilities are about 60% sold.

Veteran NCAA announcers Chris Schenkel and Bill Fleming will handle the play-by-play, and Bud Wilkinson, Lee Grosscup and Dave Nelson will be on color. Two additional play-by-play men and one other on color will be named shortly.

NCAA Football Highlights, a one-hour series initiated last year, will return at 12-1 p.m., NYT on Sundays. Marvin Sugarman will again handle one-day delayed tapes from regional games with ABC adding 15-minute tapes from other important games. Announcers and sponsors will be named shortly.

After an absence of five years, ABC again will be telecasting pro football games under its new four-year contract. Its NFL Monday night games, will include 13 regular-league contests beginning Sept. 21 and one preseason game, Aug. 28; they will be telecast in prime-time.

Sportscaster Howard Cosell will provide game commentary, with Keith Jackson, former NCAA commentator, on play-by-play and Don Meredith on analysis.

CBS-TV will cover three preseason games beginning Aug. 22, and 18 regular-league dates from Sept. 20. This year the Super Bowl goes to NBC and the All-Star Game will be a CBS feature on Jan. 24.

The All-Star game will be included in the network's "red" package at \$70,000 per minute, \$5,000 less than last year's asking price when the Super Bowl was in the package. Also contained in the package are 14 Sunday dates, the Eastern and Western championships and the NFL conference championship games. Sponsorship is 85% sold. The "blue" package, at \$40,000 per minute, includes the three preseason contests. Sponsorship is sold out. The "white" package, at \$50,000 per minute, contains five Sunday games (the second of a doubleheader in each case), two Saturday games and a Thanksgiving Day contest.

Two collegiate contests, the Sun and Cotton Bowls, have been retained by CBS. Sponsors include American Airlines, through Doyle Dane Bernbach; Buick, through McCann-Erickson, and Philip Morris, through Leo Burnett.

Seventeen minutes are still open in the Sun Bowl and 11 still remain in the Cotton Bowl.

NFL Today announcers on CBS are Ray Scott, Don Criqui, Frank Glierber, Jack Drees, Lindsay Nelson, Jack Whitaker, Pat Summerall, Tom Brookshier, John Sauer, Eddie LeBaron, Andy Musser, Frank Gifford and Don Perkins. Handling the five-minute pregame and postgame shows are Bruce Roberts, Dick Stockton, Gil Straton, Jim Thacker, Bill Mazer, Jack Fitzgerald and Frank Clarke.

The NBC professional schedule calls for three preseason games this year, all in weekend prime time. The regular season's offering of 82 contests will be highlighted by seven double-headers. Post-season play includes four collegiate games, the traditional Rose, Orange, Gator (in its second year on NBC) and Senior Bowls, and three professional contests including the division playoffs and the American Conference championships. The Super Bowl will be an NBC feature this year with CBS carrying the alternate All-Star Game.

It was reported that the network is asking \$200,000 per minute for the Super Bowl this year, over twice the price asked by CBS last year when it included the game in an NFL package deal. Rose Bowl costs per minute re-

What networks pay for football

	Rights	Date		Rights	Date
ABC-TV			Mutual		
Coaches All-American Game	Unannounced	June 27	Notre Dame Football	\$ 50,000	Sept. 19
College All-Star Game	Unannounced	July 31	Total	\$ 50,000	
NCAA College Games	\$12,000,000	Sept. 12	NBC-TV		
Liberty Bowl	Unannounced	Dec. 12	AFC Games	\$15,000,000	Sept. 20
North-South Shrine Game	Unannounced	Dec. 25	AFC Division Playoffs	(3)	Dec. 26-27
East-West Shrine Game	Unannounced	Jan. 2	AFC Championships	(3)	Jan. 3
Sugar Bowl	Unannounced	Jan. 1	Gator Bowl	200,000	Jan. 2
Hula Bowl	Unannounced	Jan. 9	Rose Bowl	1,400,000	Jan. 1
NFL Monday Night Football	8,500,000	Sept. 21	Orange Bowl	700,000	Jan. 1
Total	\$20,500,000		Senior Bowl	50,000	Jan. 9
CBS Radio			Super Bowl	2,500,000	Jan. 17
NFC Western Championship	(1)	Dec. 26	Total	\$19,850,000	
NFC Eastern Championship	(1)	Dec. 27	NBC Radio		
NFL Conference Championship	(1)	Jan. 3	AFC Championship	(1)	Jan. 3
NFL All-Star Game	(1)	Jan. 24	Orange Bowl	(1)	Jan. 1
CBS-TV			Rose Bowl	(1)	Jan. 1
NFC Preseason Games	(2)	Aug. 22	Super Bowl	(1)	Jan. 17
NFC Games	\$20,000,000	Sept. 20	All Networks	\$61,400,000	
Sun Bowl	Unannounced	Dec. 19	Estimate for four unannounced		
NFC Western Championships	(2)	Dec. 26	special games	1,100,000	
NFC Eastern Championships	(2)	Dec. 27	Network total	\$62,500,000	
Cotton Bowl	Unannounced	Jan. 1	(1) Radio rights included in TV contract.		
NFL Conference Championships	(2)	Jan. 3	(2) Rights included in NFL-National Football Conference package.		
NFL All-Star Game	1,000,000	Jan. 24	(3) Rights included in NFL-American Football Conference package		
Total	\$21,000,000				

What major schools get from radio and local TV

Conference	Members	Radio stations	TV stations	Total Rights	Conference	Members	Radio stations	TV stations	Total Rights
Atlantic Coast	8	240	13	\$ 73,500	Southwestern	8	200	19	92,500
Big Eight	8	228	20	98,500	Western Athletic	8	73	3	39,200
Big Ten	10	303	27	156,000	Independents ¹	38	619	83	217,700
Ivy League	8	59	2	13,475	Totals	124	2,508	232	\$1,305,375
Mid-America	6	22	3	10,600	¹ Includes schools from Middle America and Yankee Conferences where less than three teams reported radio-TV revenue.				
Missouri Valley	7	21	4	16,000	² Does not include Notre Dame network revenue.				
Pacific Eight	8	131	14	328,400					
Southeastern	10	576	42	252,000					
Southern	7	36	2	7,500					



The cleats and cameras had barely been put away last January when pro football Commissioner Pete Rozelle (l) worked out the new four-year contract with NBC-TV for the American Football Conference. With him at the signing: Carl Lindemann Jr. (c), NBC Sports vice president, and sportscaster Kyle Rote.



Commissioner Rozelle also showed up at CBS-TV where he rounded out his week of network visits by completing a new four-year contract for the National Football Conference. Also at the session: Robert D. Wood (c), CBS-TV president, and William C. MacPhail, CBS-TV vice president-sports.

main \$120,000. NBC is splitting its costs into several packages. Preseason games will be \$40,000 per minute; Sunday single contests, \$35,000; Sunday doubleheaders, \$65,000; Saturday games, \$35,000; Thanksgiving Day games, \$65,000; American Conference playoff games, \$70,000; and American Conference championship contests \$110,000.

All preseason games and the Rose Bowl are sold out. Sponsors for the Rose Bowl are Chrysler, through BBDO; Philip Morris, through Leo Burnett; Gillette, through BBDO; Kentucky Fried Chicken, through Leo Burnett; Kellogg, through Leo Burnett and Goodyear, through Young & Rubicam. Sponsorship for regular-league games and the Orange Bowl is still open.

The AFC announcing crew will again have Curt Gowdy, Jim Simpson, Pat Hermon, Jay Randolph and Bill Enis on play-by-play and Kyle Rote, Al DeRogatis, George Ratterman and Elmer Angsman on color. Network is also negotiating for three additional men to be named shortly.

Hughes Sports Network will feed a one-hour *This Week in Pro Football* to a network of approximately 150 TV stations. NFL Films produces the program. Haggard Slacks, Dallas, through Tracy-Locke, has renewed its partial sponsorship with the remaining spots still open. A new announcing crew will be handling on-air work this year: Don Meredith, formerly of the Dallas Cowboys, and Pat Summerall, former Giant and currently CBS-TV announcer. In addition, a half-hour *NFL Game of the Week*, an NFL Films production, highlighting the most important game of the week, has been sold in over 120 markets. Feature was distributed last year through NFL Films on a limited basis. Hosts will be announced shortly.

For the third consecutive year Mutual

will feed 10 Notre Dame games to a radio network of approximately 700 stations. Game sponsors will be announced shortly. A 20-minute *ARA Parseghian Show*, featuring the Notre Dame coach, will return with the Ford Motor Co., through J. Walter Thompson, continuing sponsorship. Van Patrick, Mutual sports director, will again handle play-by-play chores, with Al Wester on color and Bill Etherton, new to the announcing team, on analysis.

C. D. Chesley Co., Philadelphia, has bought the TV rights to the Notre Dame games and will feed them to approximately 140 stations. Hughes sports network had distributed the games in the past with Chesley doing the production and packaging chores. The 10 games, all broadcast on a delayed basis and edited to one-hour, will be called by Lindsay Nelson. Sponsorship remains open.

A New York Giants and former New York Jets packager, Trans National Communications, has created a network of 25 stations in the northeast to carry 11 Army games, including the Army-Navy contest on Nov. 28.

The West Point Network fed six stations last year. Sponsors include Balantine beer, through Grey Advertising, with one-third still open. Marv Albert will cover on-the-field action and Ted Hodges the color.

Vic Piano, New York station representative, will again feed the Peach Bowl from Atlanta Dec. 30 to a network of 135 stations. Rights were purchased from Mizlou Productions. Jack Drees will call the games with Pat Summerall handling color. Sponsorship is one-fourth open. Two additional packages have been added to firm's football coverage this year, the Blue-Grey Bowl from Montgomery, Ala., Dec. 28, and Ohio State football games,

from Columbus. The Blue-Grey Bowl, produced also by Mizlou, will be fed to approximately 150 stations. Play-by-play will be called by Sal Marciano with color by Pat Summerall. Three-quarters sponsorship is sold. The Ohio State contests, distributed to 10 stations in a regional network, will be handled by National Teleproductions Inc., Indianapolis. Negotiations are still under way for packaging of two more bowl games.

TV coverage of black-college football, heretofore presented on a limited scale, promises to expand this year with a series of "Black Football Classics" being offered by Dennis Dunn Inc., Baltimore. The opener Sept. 11 from Yankee Stadium, New York, will have Southern University facing North Carolina A&T; a second game Sept. 24 from Tallahassee, Fla., will have Florida A&M against Tennessee State; a third game from Baton Rouge, La., will feature Grambling College and Southern. A fourth "wild-card" game is to be selected for Nov. 28.

Local stations are reporting that sales to football sponsors are going just a bit slower than in previous years, but certainly a brisker pace than other phases of their business.

Typical of this is the plan of KSTRP (AM) Minneapolis-St. Paul, which not only plans to feed the Minnesota Vikings games to a network of more than 60 stations, but also will run a solid three hours of pregame shows alone (see page 30).

Another example is in Pittsburgh where WTAE-TV has arranged for a live pick-up from Waco, Tex., of the Sept. 26 night game between Baylor and the University of Pittsburgh. Station said that the local Mellon Bank, Bell Telephone, Boron Oil and Coca-Cola lost little time in picking up the tab.

AMERICAN CONFERENCE

Baltimore Colts

Though transplanted to the new American Football Conference, the Colts will stay in their WCBM(AM) Baltimore radio home for six preseason games and the 14 regular-season slate. The Colts' rights are held by the station and Metromedia Inc. under a three-year contract. WCBM has contracted with Dennis Dunn Inc., Baltimore, which currently is lining up a regional network. Last year the radio hook-up numbered 40 stations. In-game participations have been sold in equal amounts to Black & Decker Manufacturing Co. (through VanSant, Dugdale & Co.), Commercial Credit Corp. (W. B. Doner & Co.), Baltimore Area Ford Dealers (J. Walter Thompson), Humble Oil and Refining Co. (McCann-Erickson) and National Brewing Co. (W. B. Doner & Co.). A warm-up show and a postgame show from the Colts' locker room with Jimmy Orr as host will be presented with each of the 20 games. During the regular season there will be an even earlier 10-minute segment featuring Colt quarterback Johnny Unitas. List of sponsors of these programs is being completed.

Ted Moore, who handled Green Bay Packers' games for 11 years, will do the Colts' play-by-play. Color will be presented by Neal Eskridge, WCBM sportscaster and *Baltimore News-American* columnist, along with retired Colt Ordell Braase.

Preseason TV rights to the Colts' games are held by Dennis Dunn Inc. which currently plans three games on WMAR-TV Baltimore. These are the contests with the Denver Broncos and Miami Dolphins in those cities on Aug. 22 and Aug. 29, respectively, as well as a Sept. 5 pickup from Raleigh, N.C., of the Colts game with the Detroit Lions. Sponsors will be F&M Schaefer Brewing Co. (through BBDO), STP (Media Buyers Inc.) and the local Coca-Cola dealers. Jim Karvellas will do the play-by-play with Tom Gorman on the color.

Boston Patriots

WBZ(AM) Boston, in the second year of a five-year contract, will originate 14 regular-season games and five exhibition contests and feed to a seven-station radio network. Bob Starr will handle the play-by-play action and Gil Santos the color. A 15-minute pregame show and a 10-minute postgame program will also have the two announcers as hosts. Sponsors thus far are unannounced.

No preseason TV games are set.

Buffalo Bills

WBEN(AM) Buffalo, originating Bills' games for the 11th year, will cover 14 league games and six exhibitions. Approximately 35 radio stations, as compared to 25 last year, will carry the broadcasts in upstate New York. *Buffalo Bill Forum*, a 15-minute pregame show, will feature Van Miller, and *Locker Room Show*, a 15-minute postgame program, will be handled by Stan Barron. Sponsorship for both shows is sold out. Play-by-play will be handled by Mr. Miller, color by Mr. Barron and on-the-field pickups by Dick Rifenburg. Ford dealers (through J. Walter Thompson) Mobil Oil (Doyle Dane Bernbach), M&T Bank (Comstock Advertising), and Utica Club beer (Delehanty, Kurnit & Geller), will sponsor the games, with one-fifth still open. WBEN-FM game sponsors are same as on WBEN.

WKBW-TV Buffalo will carry three preseason games, all away. The station has been broadcasting Bills' games for five years on a yearly contract renewal

Avid football fans

An average of 25-million people watched TV for at least six minutes of college football per game last year. That is one of the staggering statistics offered by National Collegiate Athletic Association TV committee which said that the ABC-TV series last fall reached an all-time high average of 15.6-million TV homes. The previous record was 1968's 14.4-million homes. The committee also said that in terms of A. C. Nielsen ratings (percent of all TV homes in the U.S.) the Southern California-UCLA game of Nov. 22, 1969, earned a 38.9, highest regular-season rating in 14 years.

basis. Three stations in upper New York state are expected to pick up the telecasts. Rick Azar, WKBW-TV sportscaster, will again handle play-by-play and be host on a weekly half-hour *Bills Highlights* series each Saturday dealing with the previous game. Sponsorship is incomplete.

Cincinnati Bengals

Avco Broadcasting Corp. moves into the third year of its three-year rights agreement. Avco's WLW(AM) Cincinnati will feed six exhibition games plus the regular-season schedule to a regional radio network of about 36 stations. Renewing one-quarter sponsorships on WLW are Chrysler-Plymouth Dealers (through Young & Rubicam), Burger Brewing (Midland Advertising) and Tresler-Comet gasoline (Joel

Friedman Advertising). Ohio appliances (Byer & Bowman) and Union Central Life Insurance (Adams, Gaffney & Associates) each will take one-eighth. WLW again offers three pregame shows with Cinderella Cleaners (Jackson, Aristotle & Behan) renewing the *Preview Show*, First National Bank of Cincinnati (Northlich-Stolley) renewing *Coach's Corner* and Partridge Meats (Kenyon & Eckhardt) renewing *Warmup*. WLW's two halftime features have been renewed by Central Trust Bank (Stockton West Burkhardt) and Shillito's men's store (Carl Press Inc.). Postgame highlights show will be sponsored again by Carter's Restaurants (Early-Selmeier) and *Star of the Game* show has been renewed by the First National Bank of Covington, Ky. Radio play-by-play will be handled by Phil Samp with Jimmy Crum on color.

WLW also is feeding the daily *Paul Brown Show* for 26 weeks to a regular radio network of 8-10 stations, sponsored locally.

Two Bengal exhibition games, Aug. 15 and 22, will be aired on Avco's WLWT(TV) Cincinnati and WLWD(TV) Dayton, Ohio. Avco's WLWI(TV) Indianapolis may carry one of the two games while clearance on the group's WLWC(TV) Columbus, Ohio, is not settled. Sponsors are not set. Mr. Samp and Omar Williams are expected to announce.

Cleveland Browns

WHK(AM) Cleveland is in the third year of a three-year contract and will originate a radio network of approximately 50 stations for six exhibition games plus the regular season. Package calls for five in-game sponsors and exposure each quarter. Duquesne Brewing Co. (Admark) is renewing for one-fifth while Standard Oil of Ohio (Marschalk) is considering renewal of one-fifth. Locally on WHK, Household Finance Corp. (Needham, Harper & Steers) is renewing for one-fifth, Chevrolet Dealers (Wattslee & Kenyon) is taking one-fifth and the remainder is open. On WHK the pregame *Blanton Collier Show* is available. The pregame *Locker Room Report* has been bought by Union Carbide (William Esty Co.) for one-half and East Ohio Gas (D'Arcy) is considering renewal of the other half. WHK's *Halftime News* is open but *Halftime Sports* has been sold to Chrysler-Plymouth Dealers (Marcus Advertising). The postgame *Scoreboard* is open. Radio announcers are Gib Shanley and Jim Graner.

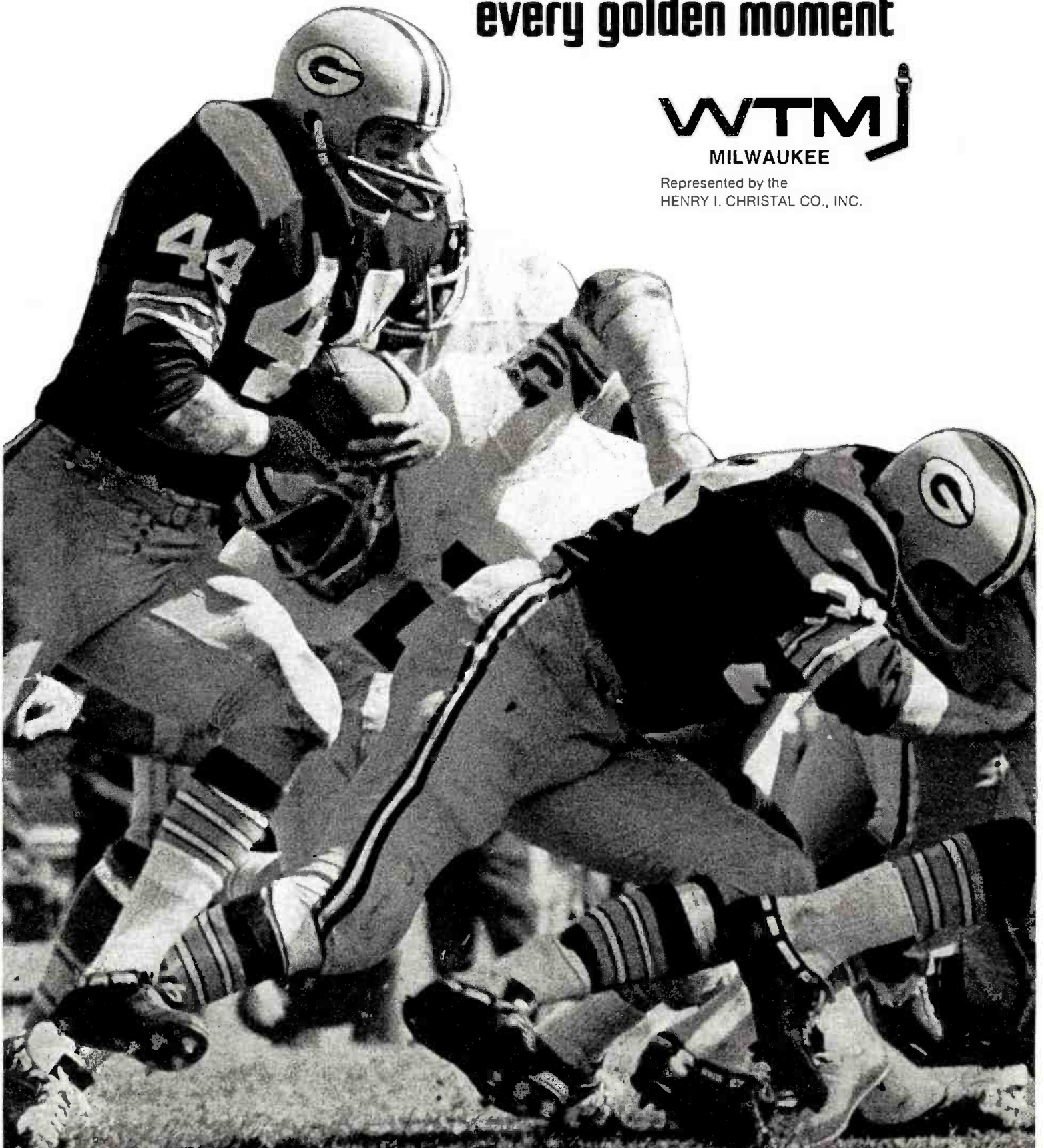
WKYC-TV Cleveland will air the Browns' Aug. 7 exhibition game with Los Angeles on a participating basis while WEWS(TV) there will air the Aug. 29 Cincinnati and Sept. 12 New York Giants exhibitions, also participating. Announcers are not set.

**Wisconsin is cheering
the Packers' 51st season***

**and so are we—with
exclusive coverage of
every golden moment**

WTMJ
MILWAUKEE

Represented by the
HENRY I. CHRISTAL CO., INC.



*WTMJ has carried Packers play-by-play since 1929

Denver Broncos

KOA(AM) Denver takes over the radio coverage of the Broncos and will carry five preseason games and the 14-game regular-season schedule. Tied in on the coverage will be a 43-station hook-up mainly composed of Intermountain Network affiliates. One-eighth sponsorships on KOA will be taken by Sigman Meats, State Farm Insurance, Majestic Savings & Loan Association, Red Seal potato chips, Texaco, Greater Denver Ford Dealers, Schlitz and Public Service Company of Colorado. Bob Martin will do the play-by-play.

Two preseason television games are planned by KOA-TV with one in color. The TV sponsors so far are First National Bank of Denver (through Sam Lusky) and Greater Denver Ford Dealers (J. Walter Thompson), each a quarter, plus Texaco and Coca-Cola on participating basis. Also being negotiated are pregame and postgame sponsorships that include a pregame feature with Bronco Coach Lou Sabin.

Houston Oilers

Majestic Advertising, Milwaukee, is in third year of a three-year broadcast rights agreement, covering all radio and preseason TV. Six exhibition and the 14 regular-season games will be packaged for a regional radio network of some 25 stations, an increase over the previous years. Schlitz beer through Majestic will take a share but sponsor and station details are to be determined.

As of last week preseason TV plans for the Oilers also were to be worked out.

Kansas City Chiefs

KCMO(AM) Kansas City is in third year of three-year agreement and again will feed a regional radio network of over 55 stations in seven states, up considerably, for six exhibition events and the regular season. Schlitz Wholesalers (Mace Advertising) will take one-fifth on the network and KCMO as also will Vickers Oil Co. (Barickman & Selders). Interstate Securities (Ballantine Radford) will take one-fifth on KCMO and one-tenth on the network. On KCMO only Fairmont Country Club Dairy (Lennen & Newell) will take one-fifth and U.S. Supermarkets (Ver Siddall Associates) will take one-tenth. On KCMO will be a pregame *Fans in the Stands*, to be sponsored alternately by Falstaff beer (Ogilvy & Mather) and Michael Clothing. The pregame *Scouting the Chiefs* will be sponsored by City National Bank (Oliver Advertising). A postgame scoreboard has been signed by Aamco Transmission (Sher & Jones) while the *Locker Room Show* will be sponsored by Swift Dodge, and Skil Tool (Fuller & Smith & Ross). An-

nouncers will be Tom Hedrick on play-by-play and Bill Grigsby on color.

KMBC-TV Kansas City will telecast four exhibition games. Sears, Roebuck & Co. (Fremerman-Papin) has renewed for one-quarter. Other quarter sponsors will be Wilson meats (Campbell-Mithun), Falstaff beer (Ogilvy & Mather) and Kansas City Power and Light (Valentine-Radford). Charlie Jones and John Sanders will split play-by-play assignments while Galin Fiss will do color.

Miami Dolphins

WIOD(AM) Miami will be originating the 14 regular-season and six preseason games of the Dolphins. Seven stations had joined WIOD's Florida network by July 1 with expectation that the number will greatly increase by the first game. Last season 10 stations participated.

Sponsors on WIOD include Johnnie and Mack Inc. Auto Service (through Ross Hancock Advertising), Household Finance, Ballantine beer, STP additive (through Media Buyers Inc.) and Eveready batteries (William Esty). STP and local advertisers in each city will sponsor on the Florida network. WIOD Sports Director Joe Croghan, who last year did play-by-play for the Baltimore Colts, will call the Dolphins' radio games. Color announcers will be Henry Barrow and Larry King of WIOD.

Don Shula, new Miami head coach, will be featured on a 15-minute pregame show with Mr. Croghan. Sponsor is to be J. M. Pontiac (Greenman and Associates). A post-game *Rolling Home*, program of interviews, scores and sky patrol reports for the home-bound fans, has been bought by the Bonfire Restaurant and Bob Houston Volkswagen. The pregame and postgame shows will not be fed to the network.

Two of the Dolphins' preseason games will be telecast. WPLG-TV Miami will carry the Aug. 8 exhibition opener with the Pittsburgh Steelers from Jacksonville, Fla. Sponsors already sold are the First National Bank and Johnny and Mack (auto services). Bob Dahlgren is to do the play-by-play. A Sept. 5 game between the Dolphins and the Washington Redskins from Tampa, Fla., will be carried by WCKT-TV Miami. Participations are being sold but the sponsor lineup is not complete. Ray Scott will do the play-by-play with Morris McLemore handling color.

New York Jets

WABC(AM) New York, entering the last year of a six-year contract, will cover 14 regular-season games and six exhibition contests. Sponsors are the F&M Schaefer Brewing Co. and Chevron Oil Co. (both through BBDO), Manufac-

turer's Hanover Trust (Young & Rubicam) and Buick Dealers of Greater New York (McCann-Erickson). Merl Harmon will do the play-by-play and Sam De Luca will handle color. A 10-minute pregame show, *Jet Huddle*, with Howard Cosell, and a 10-minute postgame show, *Locker Room Huddle*, with Mr. De Luca, are planned.

The jets will have a radio network of 60 stations, 15 more than in the 1969 season, in New York, New Jersey, New England, Pennsylvania, Rhode Island and Delaware. The network is being planned by Trans National Communications, New York, which last year also packaged a New York Giants radio network. Ballantine beer (Grey Advertising), Mobil detergent (Doyle Dane Bernbach) and English Leather (Cunningham & Walsh), will sponsor, with one-fourth still open. Jim Gordon will handle the play-by-play, Joe Hasel the color and Dick Lynch the analysis. A five-minute *Weeb Ewbank Show* will be handled by Coach Weeb Ewbank.

WOR-TV New York, in its sixth year with the Jets, will cover four of the six preseason games, including the Jets-Giants contest in New Haven, Conn. Two of the four broadcasts will be on a one-day-delayed basis. Play-by-play will be called by Don Criqui, with a color specialist to be announced. Sponsors are Ballantine beer, (Grey); B. P. Oil Corp. (Dancer-Fitzgerald-Sample); Hertz (Carl Ally); Seven-Up (J. Walter Thompson); Bristol-Myers (Young & Rubicam); Volkswagen (Doyle Dane Bernbach); Akla-Seltzer (Doyle Dane Bernbach), and Yellow Pages (Gardner Advertising).

Oakland Raiders

KNEW(AM) Oakland will broadcast six preseason games and 14 regular-season games along a 15-station network in California and Nevada with Bill King and Scotty Stirling doing the play-by-play and color of Raiders' games on radio.

Quarter sponsors of the games are Union Oil (through Leo Burnett Co.), Smith's Clothiers (Wenger Michael Inc.) United Vintners (Honig, Cooper & Harrington), and Central Valley National Bank (Meltzer, Aron and Lemen). A 20-minute pregame show and two postgame programs totaling half an hour will be fed to the network stations to be sold locally. KNEW sponsors of the pregame shows are Kilpatrick's bread (J. Walter Thompson), one-half; Pacific Southwest Airlines, (Gross, Pera, Rockey), and C. Marcus Hardware (Roizen), each one-quarter. The 10-minute postgame *Hi-Lites* is fully sponsored by Treesweet Juices (Marsteller, Inc.), while a 20-minute locker-room show is half-sponsored by Canadian Pacific (Hofer, Dieterich &

Radio-TV network sponsors for football

AC Spark Plugs (Burnett): CBS-TV, NFC pregame, and games.
 AOA Oil Co. (S.F.M. Media Service): CBS-TV, NFC pregame and games.
 Alberto Culver (JWT): CBS-TV, NFC postgame.
 Allstate Insurance (Burnett): CBS-TV, NFC games.
 American Airlines (DDB): CBS-TV, NFC games.
 American Tobacco Co. (BBDO): CBS-TV, NFL preseason.
 Amity Leather Products (Feldman & Norton): CBS-TV, NFC pregame.
 AT&T (Yellow Pages) (Cunningham & Walsh): CBS-TV, NFC pregame and NFL preseason.
 Arrow Shirts (Y&R): ABC-TV, NFL Monday night games.
 Aurora Plastics (Adams, Dana & Silverstein): ABC-TV, NCAA games and NFL Monday night games.
 Beecham (K&E): ABC-TV, NFL Monday night games.
 Benjamin Moore Paint (Dreher Advertising): ABC-TV, NCAA games.
 Black & Decker (Vansant, Dugdale & Co.): ABC-TV, NCAA games and NFL Monday night games.
 B.P. Oil Corp. (D-F-S): CBS-TV, NFC games.
 Bulova (DDB): CBS-TV, NFC pregame.
 Carter Wallace (Ally): CBS-TV, NFL preseason and NFC games.
 Champion Spark Plugs (JWT): ABC-TV, NFL Monday night games.
 Chevrolet (C-E): ABC-TV, NCAA games.
 Chrysler (BBDO): NBC-TV, NFL preseason games, Rose Bowl, Gator Bowl and Senior Bowl.
 Colgate (Bates): CBS-TV, NFC pregame and NFL preseason.
 Consolidated Cigar Co. (David, Oksner & Mitchneck): CBS-TV, NFC pregame.
 Continental Insurance (DDB): ABC-TV, NCAA games.
 Dupont (Ayer): CBS-TV, NFL preseason.
 Employers Insurance of Wausau (JWT): CBS-TV, NFC games.
 Equitable Life Assurance (FCB): ABC-TV, NFL Monday night games; CBS-TV, NFC games.
 Firestone (JWT): ABC-TV, NFL Monday night games; CBS-TV, NFL preseason and NFC games.
 Ford (JWT): ABC-TV, NFL Monday night games; CBS-TV, NFL preseason, pregame and NFC games.
 Foundation for Full Service Banks (D-F-S):

CBS-TV, NFC games; NBC-TV, AFC games and Orange Bowl.
 General Electric (Compton): CBS-TV, NFC pregame.
 Gillette (BBDO): NBC-TV, Rose Bowl.
 Glidden (Mel drum & Fewsmith): CBS-TV, NFL preseason.
 Gold Seal (Gilbert): ABC-TV, NFL Monday night games.
 Goodyear (Y&R): ABC-TV, NCAA games, NFL Monday night games; CBS-TV, NFL preseason and NFC games; NBC-TV, AFL preseason, AFC games and Rose Bowl.
 John Hancock Life Insurance (M-E): CBS-TV, NFC postgame.
 Hertz (Ally): ABC-TV, NFL Monday night games; CBS-TV, NFL preseason and NFC games.
 Humble Oil (M-E): ABC-TV, NFL Monday night games.
 Interbank Card Association (FCB): CBS-TV, NFC games.
 Jackson Brewing Co. (Bloom): CBS-TV, NFC games.
 Kellogg's (Burnett): NBC-TV, Rose Bowl.
 Kentucky Fried Chicken (Burnett): NBC-TV, Rose Bowl.
 P. Lorillard (FCB): CBS-TV, NFL preseason.
 Lucky Breweries (BBDO): CBS-TV, NFC games.
 Marathon Oil Co. (C-E): CBS-TV, NFC games.
 Master Lock (C-M): CBS-TV, NFL preseason.
 Matsushita (Bates): CBS-TV, NFL preseason and NFC games.
 Mennen (JWT): CBS-TV, NFL preseason.
 Midas Muffler (WRG): CBS-TV, NFL preseason.
 Monroe Auto Equipment (Aitkin-Kynett): CBS-TV, NFL preseason.
 National Association of Insurance Agencies (Doremus): ABC-TV, NFL Monday night games.
 National Cash (M-E): CBS-TV, NFC games.
 New York Life Insurance (Compton): CBS-TV, NFC games; NBC-TV, AFC games.
 Norelco (Laroche, McCaffrey & McCall): CBS-TV, NFC games.
 Olympia Beer (Botsford, Ketchum): CBS-TV, NFC games.
 Pabst Brewing Corp. (K&E): CBS-TV, NFL preseason, NFC pregame and games.
 Panasonic (Bates): NBC-TV, AFC games.
 Pharmacrast (R-H): CBS-TV, NFL preseason.
 Philip Morris (Burnett): ABC-TV, NFL Monday

night games; NBC-TV, Rose Bowl.
 Phillips 66 (JWT): ABC-TV, NFL Monday night games.
 Plei Bros. (PKL): CBS-TV, NFC games.
 Polaroid (DDB): ABC-TV, NCAA games; CBS-TV, NFC games.
 Pontiac (MacManus, John & Adams): CBS-TV, NFL preseason; NBC-TV, Orange Bowl.
 Qantas (C&W): CBS-TV, NFC pregame, postgame, NFL preseason and NFC games.
 Remington Rand (Y&R): CBS-TV, NFC games.
 R. J. Reynolds (Esty): NBC-TV, AFC preseason, games and Orange Bowl; CBS-TV, NFL preseason and NFC games.
 Schlitz (Burnett): CBS-TV, NFC games.
 S. C. Johnson & Sons (FC&B): CBS-TV, NFL preseason.
 Sears (FC&B): ABC-TV, NCAA games, NFL Monday night games; CBS-TV, NFL preseason, and NFC games.
 Shell Oil (O&M): CBS-TV, NFL preseason.
 Schick (Compton): ABC-TV, NFL Monday night games.
 Skill Corp. (Fuller-Smith & Ross): CBS-TV, NFC pregame and postgame.
 Speidel (Marschalk): NBC-TV, AFC games.
 Stokely-Van Camp (L&N): CBS-TV, NFL preseason.
 STP (Media Buyers): NBC-TV, AFC games, Gator Bowl and Senior Bowl.
 Stroh Brewery (DDB): CBS-TV, NFC games.
 Sunbeam (FCB): CBS-TV, NFC games.
 Sunoco (Esty): ABC-TV, NCAA games.
 Sun Oil (Esty): CBS-TV, NFC games.
 Textron (Marschalk): CBS-TV, NFC games.
 Toni (North): CBS-TV, NFL preseason.
 Trans World Airlines (WRG): ABC-TV, NCAA games; NBC-TV, NFL preseason and NFC games.
 Union Carbide (Esty): NBC-TV, NFL preseason and NFC games.
 Union Oil (Burnett): ABC-TV, NFL Monday night games; CBS-TV, NFC games.
 United Airlines (Burnett): ABC-TV, NFL Monday night games; NBC-TV, Orange Bowl.
 Volkswagen (DDB): CBS-TV, NFL preseason.
 Warner (JWT): CBS-TV, NFL preseason.
 Wemby Inc. (Peter A. Mayer): CBS-TV, NFL pregame and NFC postgame.
 Weyerhaeuser (Cole & Weber): CBS-TV, NFC games.
 W. F. Young (JWT): CBS-TV, NFL preseason.
 Zale Corp. (Bloom): CBS-TV, NFC games.
 Zenith (FC&B): ABC-TV, NFL Monday night games; CBS-TV, NFC games.

Brown) and Toyota Dealers (Clinton E. Frank Inc.)

Preseason television coverage of the Raiders is still being negotiated by KTVU(tv) Oakland, Calif., with discussions centered on two exhibitions for a two-station network as well as some Raiders TV programming in the regular season.

Pittsburgh Steelers

WTAE(AM) Pittsburgh takes over the origination of the Steelers' games for 1970 for a regional network expected to number between 40 and 45 outlets. Empire Sports Productions, McKeesville, N.Y., is handling production and sales details. The list of sponsors is incomplete, but a spokesman for the Steelers said that commercial time is half sold. Jack Fleming will do the play-by-play with WTAE's Myron Cope doing the color.

As it did in 1969, KDKA-TV Pittsburgh will carry five preseason games of the Steelers. Dick Stockton, KDKA-TV sports director who will work with the CBS-TV team on 14 NFL shows during the 1970 season, will do the play-by-play for the preseason slate. List of participating sponsors has not been completed.

San Diego Chargers

KDEO(AM) El Cajon, Calif., will be going into the second year of a five-year agreement to broadcast all of the Chargers' games. Six preseason games will originate on KDEO for a 16-station network in California, Arizona and Nevada. Stu Nahan will do the play-by-play with Emil Karras handling the color. Sponsors thus far include Texaco (through Benton & Bowles) for a quarter, and an eighth each for First Federal Savings & Loan Association

(Jack Buchanan), Volkswagen (Doyle Dane Bernbach) and Household Finance (direct). The pre-game coach's show will be handled by Charlie Waller with Ron Reina doing the pregame program and Emil Karras handling the postgame honors from the locker room. Sponsors of the pregame programs are Reading Dynamics and Pickwick Book Stores. Sears (Teawell Advertising) will sponsor the postgame show.

KCST(tv) San Diego begins the first year of a new two-year contract to broadcast the preseason games of the Chargers. Five games will be broadcast, all in color. Two away games will be carried live, while the three home contests will be aired on a delayed basis. Bob Chandler will call the games. No pregame or postgame television shows are planned. However, KCST will broadcast a one-hour special on the Chargers before the season begins and will carry

a weekly broadcast with General Manager Sid Gilman and Coach Charlie Waller.

NATIONAL CONFERENCE

Atlanta Falcons

WQXI(AM) Atlanta will again originate the Falcons' games for a Southeast radio network. On the heels of a just-concluded new contract to run through the 1972 season, WQXI General Manager Gerald S. Blum said that 26 stations already had signed for the network with the expectation that ultimately a minimum of 60 outlets would carry five exhibitions and the 14 regular-season games. With the exception of one quarter and two half-time announcements, the radio games are sold out. Quarters of the game have been taken by Atlanta Ford Dealers (J. Walter Thompson); Citgo Products (Media Corp. of America) and First National Bank of Atlanta (Cargill, Wilson, Acree). Spots before kickoff and after the final gun have been sold to Ellman's Jewelry Co. (direct). Pregame and postgame shows have been bought by Gordy Tire Co. (Phil Klein Advertising) and Tapes Unlimited (B&B Advertising). The pregame *Norm Van Brocklin Show*, featuring the Falcons' coach, has been sold to Miller beer.

All of the programs before and after the games will be fed to the regional network. Play-by-play will be handled for the fifth consecutive year by Jack Hurst with Alex Hawkins, former Baltimore Colt player, doing the color.

Preseason live pickups of four Falcon games are planned by WAGA-TV Atlanta. One other contest, with the Kansas City Chiefs Aug. 29, will be carried the next afternoon on tape. The TV games will not be on a regional hookup.

WAGA-TV Sports Director Ed Thilenius who called the games last summer will again do the announcing with Johnny Sauer as color man. Lineup of sponsors is not yet completed, according to the station.

Chicago Bears

WGN(AM) Chicago will air two exhibition games and the 20 regular-season games of the Bears and will again feed a regional radio network still being organized. For the 25th year the basic rights owner, Standard Oil Division of American Oil (through D'Arcy Advertising), will sponsor one-third. G. Heileman Brewing (Campbell-Mithun) and Household Finance Corp. (Needham, Harper & Steers) each has renewed for one-third also. The pregame warmup show has been renewed by Robert Hall Clothes (Arkwright). The halftime and scoreboard shows are still open. Play-by-play announcer is Jack Brickhouse.

with Irv Kupcinet handling color.

WBBM-TV Chicago will telecast six exhibitions this summer, one live and the rest by tape delay. All are being sold on participating basis. Lindsey Nelson and Jerry Kramer will do the announcing.

Dallas Cowboys

The Cowboys continue to live up to the Texas tradition for bigness with a radio hook-up that promises to be pro football's largest. Radio rights are retained by the Dallas club which works with the Texas State Network, Fort Worth, in a profit-sharing arrangement. Last year, TSN fed the games to approximately 145 stations. This year, 122 stations in Texas, Louisiana, New Mexico and Oklahoma already have agreed to carry the six preseason and 14 regular-season schedule with many more affiliates expected to be added in the next few weeks. Games are delivered by TSN to the stations at no cost with half the time taken by network sponsors and the other half going to the stations to sell locally, keeping all that revenue. Firm TSN contracts so far are with Schlitz Brewing Co. (through Leo Burnett Co.) and Texaco (Benton & Bowles) for the actual games. Other in-game sponsors as well as advertisers for the pregame and post-game shows are being negotiated, but Gene Craft, TSN manager, notes that "everything seems to be going slower this year."

The preseason television for the Cowboys is not set. Glenn Advertising, Dallas, is currently negotiating for a station and a lineup of sponsors. Last summer KRLD-TV Dallas carried three live and two delayed colorcasts of exhibition games.

Detroit Lions

WXYZ(AM) Detroit takes its third-year option and again will feed a regional radio network of over 50 stations this season for six exhibition games plus the regular season. The team retains its own radio rights and preseason TV rights and sells them to advertisers with WXYZ providing radio-TV and other promotion plus the engineering pack-

NCAA anniversary present

As collegiate football goes into 1970, it will receive a 101st birthday present: an extra game. The new National Collegiate Athletic Association rules now permit an 11th in-season game. Though not in effect at all schools this year, it nevertheless showed up in added rights and extra programming reported in BROADCASTING's annual survey of 125 major schools (see page xx).

age for the network. Marathon Oil (through Campbell-Ewald) is renewing one-half on the network. Ford Motor Co. and Theo. Hamm Brewing (both J. Walter Thompson Co.), each will renew for one-quarter on the network. Pregame and postgame shows again are being sold on rotating participation basis. A pre-pregame show with Lions Coach Joe Schmidt is still open. Regular season announcers will be Van Patrick on play-by-play and Bob Reynolds on color. Announcers of exhibitions on radio will be Mr. Reynolds and Dave Diles.

WJBK-TV Detroit again will air four away exhibition games this year. Sponsors will be Marathon Oil for one-half and Ford and Hamm's for one-quarter each. Preseason play-by-play will be handled by Mr. Patrick with J. P. McCarthy doing color.

Green Bay Packers

WTMJ(AM) Milwaukee, which has broadcast Packers games every year but two since 1929, again will originate a regional network of about three dozen radio stations, split into a basic network of seven outlets with the rest bonus, for six exhibitions and the regular season. Thorp Finance has renewed on the network for one-half through Klau-Van Pietersom-Dunlap while Blatz beer (Campbell-Mithun) and Humble Oil (McCann-Erickson) each will renew for one-quarter on the network. The pregame Packers preview was still open last week while the postgame *Playback* show on WTMJ was renewed by Ruby Chevrolet (Marvin Frank Agency). Both features are fed to the network for local sponsorship. Announcers will be Gary Bender on play-by-play and Jim Irwin on color.

WBAY-TV Green Bay once more is packaging five exhibition games on video tape delay and live basis for a regional network of five stations. On WBAY-TV sponsors will be participating. Bill Howard will do play-by-play. WBAY-TV also will air twice-weekly *Phil Bengston* show. Sponsors are not set.

Los Angeles Rams

KMPC(AM) Los Angeles will again originate a Rams radio network of 23 stations from Alaska to Arizona, for three preseason games and 14 regular-season games. Three other preseason games will be fed to the network from KABC(AM) Los Angeles using the KMPC feed when that station has conflicts with California Angels baseball. Dick Enberg will call the games, with Dave Neihaus and Steve Bailey providing color. Sponsors for the games, with one-quarter each, are Household Finance and Continental Airlines (both through Needham, Harper & Steers),

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SAT, OCT 24, 7:30 PM EDT, TALLAHASSEE, FLA.
FLORIDA A&M VS TENNESSEE STATE

SAT, NOV 21, 2:00 PM EST, BATON ROUGE, LA.
GRAMBLING VS SOUTHERN UNIVERSITY

SAT, NOV 28, 8:00 PM EST, WILD CARD GAME (TO BE ANNOUNCED)

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Schlitz (Leo Burnett Co.) and Chrysler-Plymouth Dealers (Honig, Cooper & Harrington).

Two pregame shows, *The George Allen Show*, with the Rams coach, and *Rams Warm-Up*, with the three announcers, are to be aired five minutes before the start of each game. An open-ended Rams report will follow the games. Sponsors list for the programs before and after the games include Colonel Sanders (DJMC), Grodins Clothes (Wyman, Anderson & McConnell), Adohr Diary (Stanford Agency), Pacific Telephone (BBDO); Sears (Star Advertising), Langendorf Bakeries (Media Purchasing Corp.) and Pan American Insurance (J. Walter Thompson).

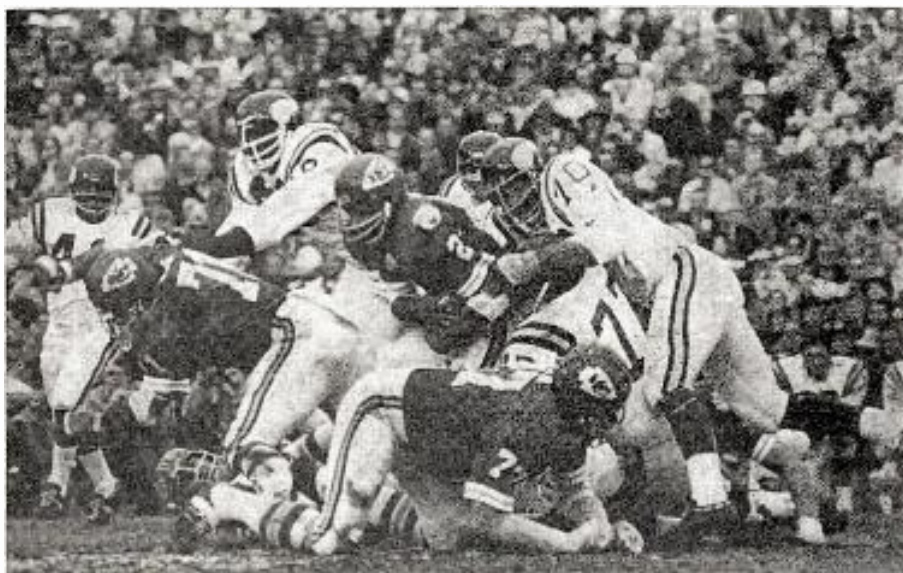
KNXT(TV) Los Angeles will carry six Rams preseason games. All the games will be in color on a delayed basis. Play-by-play announcer for the games will be Gil Stratton with Don Paul handling the color commentary.

There are no plans for a regional TV network nor will the station present any pregame or postgame shows.

Minnesota Vikings

KSTP(AM) Minneapolis-St. Paul this year takes over from WCCO(AM) there as the key station for a regional radio network, having been selected by Northwestern National Bank of Minneapolis which recently acquired broadcast rights to the Vikings in a new three-year contract. WCCO originated the games for nine years. The radio package this season will include six exhibition games plus regular-season play. The regional radio network is up considerably, expected to exceed 60 stations in seven states. Northwestern National Bank is taking one-half on KSTP and its affiliated interests will sponsor in certain local markets of the network. Quarter shares on KSTP and the network also have been sold, a quarter being taken by G. Heileman Brewing Co., with brand and agency to be determined, and the other quarter to a sponsor who has not yet given KSTP permission to disclose identity for competitive reasons.

Because of the broad regional attraction for the Vikings, KSTP will promote Sunday as Vikings Day and will begin related coverage three hours before kickoff. The shows will include parking-lot interviews at tailgate-picnic parties [People come so far they spend the whole day, lunch with friends in lot and custom is called "tailgating"], helicopter reports, pretaped interviews and similar formats. Pre-kickoff *Bud Grant Show* has been sold to Rock Springs Beverages (Jenkins Advertising). The pregame fan-in-the-stands show, as yet untitled, will be sponsored by Twin Cities Federal (Colle-McVoy). A half-time show will be sponsored by Steph-



It literally will take a millionaire to buy five minutes of commercial time on the next Super Bowl. With NBC-TV slated to carry the climax of the pro season, commercial minutes reportedly are being sold for \$200,000 each. Last Janu-

ary, when the CBS-TV cameras swung away from such action as (above) Kansas City's Mike Garrett being brought down by a host of Minnesota defenders, the cost-per-minute was less than half of this season's price.

ens Buick and Buerkle Buick (both M. R. Bolin). A postgame *Paul Hornung Show*, has been one-half sold to Union Carbide (William Esty Co.) with other portion open. Radio announcers are Jim Morse on play-by-play and Paul Hornung on color.

KSTP-TV will air four exhibition games live with Northwestern National Bank taking one-third and the remainder participating. Ed Cain, sports director of KSTP-TV, will call the play-by-play with a color man to be selected. Starting Sept. 20, station will start its weekly 10:30 p.m. *Bud Grant Show* in which filmed portions of the Vikings' game earlier that day will be shown. Coach Grant will team with Mr. Cain on program. As a prelude to the regular season, KSTP-TV Aug. 1 kicks off a weekly half-hour series, *Vikings Countdown*.

New York Giants

WNEW(AM) New York, beginning its 10th season of Giants coverage under a new three-year contract, will carry 14 regular-season games and six exhibition contests. Calling the games will be Sal Marciano and Chip Cipolla. Sponsors for a half-hour pregame show by Mr. Marciano and a 15-minute postgame *Locker Room Report* with Mr. Cipolla are Union Carbide (through William Esty), and American Express (Ogilvy & Mather). Game sponsors are Manufacturer's Hanover Trust (Young & Rubicam), Schaefer Beer (BBDO), Getty Oil (Delehanty, Kurnit & Geller) and Buick Dealers of New Jersey (Forssberg Inc.).

The Hughes Sports Network, replacing Trans National Communications,

will package a Giants radio network of approximately 50 stations in the Northeast. Sponsors are to be announced.

WCBS-TV New York will carry five exhibition games, three on a delayed basis. One half-hour pregame show is scheduled before the Giants-Jets contest in New Haven Nov. 1. Frank Gifford will handle the play-by-play and Pat Summerall will do the color for the first two telecasts. Jack Whitaker will call the last three games with Mr. Gifford handling color. Sponsors are U.S. Steel (Compton), B. P. Oil (Dancer-Fitzgerald-Sample), Hertz (Carl Ally) and Ballantine Beer (Grey Advertising).

New Orleans Saints

WWL(AM) New Orleans, which holds the radio rights to the Saints' games, said last Thursday (July 16) that its plans for the coming season were not firm. Last year the station fed a regional network of about 45 stations.

WWL-TV New Orleans, as it did in 1969, will telecast all preseason games of the Saints. List of local sponsors includes King Cotton (meat products), Jax beer, Rex root beer, Bank of New Orleans and Bob McKinnon Chevrolet. Announcers and other details are not yet firm.

Philadelphia Eagles

WIP(AM) Philadelphia will feed the six exhibition and 14 regular-season games of the Eagles to a network of six radio stations in Pennsylvania and New Jersey. The station list is nine fewer than last year's but includes the larger markets of Scranton, Harrisburg, Allentown, Reading and Atlantic City. A five-minute pregame show, *Eagles'*

Warmup, will feature announcers Charles Swift and Al Pollard. There will be a 10-minute postgame show with Clarence Peaks and a 15-minute *Around the NFL* program with John Deignan. Sponsors are Cottman Transmission, (through Ross Advertising); Penn-Jersey Stores (Bofinger, Kaplan) and Llanerch Gun Shop (Barsel Advertising). Messrs. Swift and Pollard will also handle the play-by-play and color. Game sponsors are Merit/Save-way Gas & Oil (Sonder, Levitt, Sagrsky); Schaefer Beer (BBDO); Abbots Dairy (Lewis & Gilman) and Gerard Bank (Aitkin Kynett).

WCAU-TV Philadelphia, which has telecast the Eagles' games for 10 years, plans to carry five preseason games, four on a delayed basis. Tom Brookshier, WCAU-TV sports director, will be host of a half-hour pregame show and handle game analysis. Quarter sponsors are Ballantine beer (Grey Advertising), Oldsmobile (D. P. Brother), and Household Finance Corp. (Needham, Harper & Steers), with the remaining quarter in participations.

St. Louis Cardinals

KMOX(AM) St. Louis for the tenth year will feed a radio network of some 40 stations in six states for five exhibition games and 20 regular-season contests with one-half sponsorship on the net-

work to be taken by STP, placing direct. On KMOX STP will have one-quarter, Busch Bavarian beer (Gardner Advertising) will take one-quarter as will General Finance Corp. (Post-Keyes-Gardner). One-quarter is open. KMOX has two pregame features. They are the *Charlie Winters Show*, sold to St. Louis County National Bank (Winfield Advertising), and *The Larry Wilson Show*, available. A postgame *Star of the Game* show has been sold to Steak-N-Shake. Ray Geracy will do the play-by-play and Jim Butler will handle color.

KMOX-TV St. Louis will telecast five exhibition events and one regular-season game [a "disgorged" game out of network package] this season with Southwestern Bell and Laclede Gas (both D'Arcy Advertising) and Falstaff beer (Ogilvy & Mather), each renewing one-quarter with the remainder participating. Announcer will be Bob Wilson.

San Francisco 49ers

The six preseason and 14 regular-season games will originate from KSFO(AM) San Francisco for a 12-station network. One-fourth sponsors for the preseason games are United Vintners through Honig, Cooper and Harrington and Northern California Chrysler-Plymouth Dealers (Young and Rubi-

cam). Remaining two quarters were not set as of last week. The pregame and postgame shows will be sponsored in part by Household Finance Corp. (Needham, Harper & Steers). Lon Simmons and Hugh McElhenny will provide the play-by-play and color.

KTVU(TV) Oakland will carry six 49er preseason games, four live and two on a delayed basis because of previous commitments for the San Francisco Giants baseball games. KTVU will feed the games to two other television stations.

Washington Redskins

WMAL-AM-FM Washington, in its seventh year as holder of exclusive radio to the Redskins' schedule, plans to again feed the games to approximately 32 outlets in Maryland, Virginia, Pennsylvania and North Carolina. Quarter sponsors of the games locally will be Household Finance Corp. (through Needham, Harper & Steers), Ford Dealers (J. Walter Thompson), Washington Gas Light Co. (JWT) and National Brewing Co. (W. B. Doner). On WMAL only will be a pregame show with Mal Campbell, sponsored by Union Carbide Co. (Wm. Esty); a half-time newscast for Tool Shed and Hickory Farms (SM Advertising); a post-game show with Mal Campbell for Utz potato chips (Torre-Meyers),

There are 8,000 alcoholics right here in river city... so who cares?

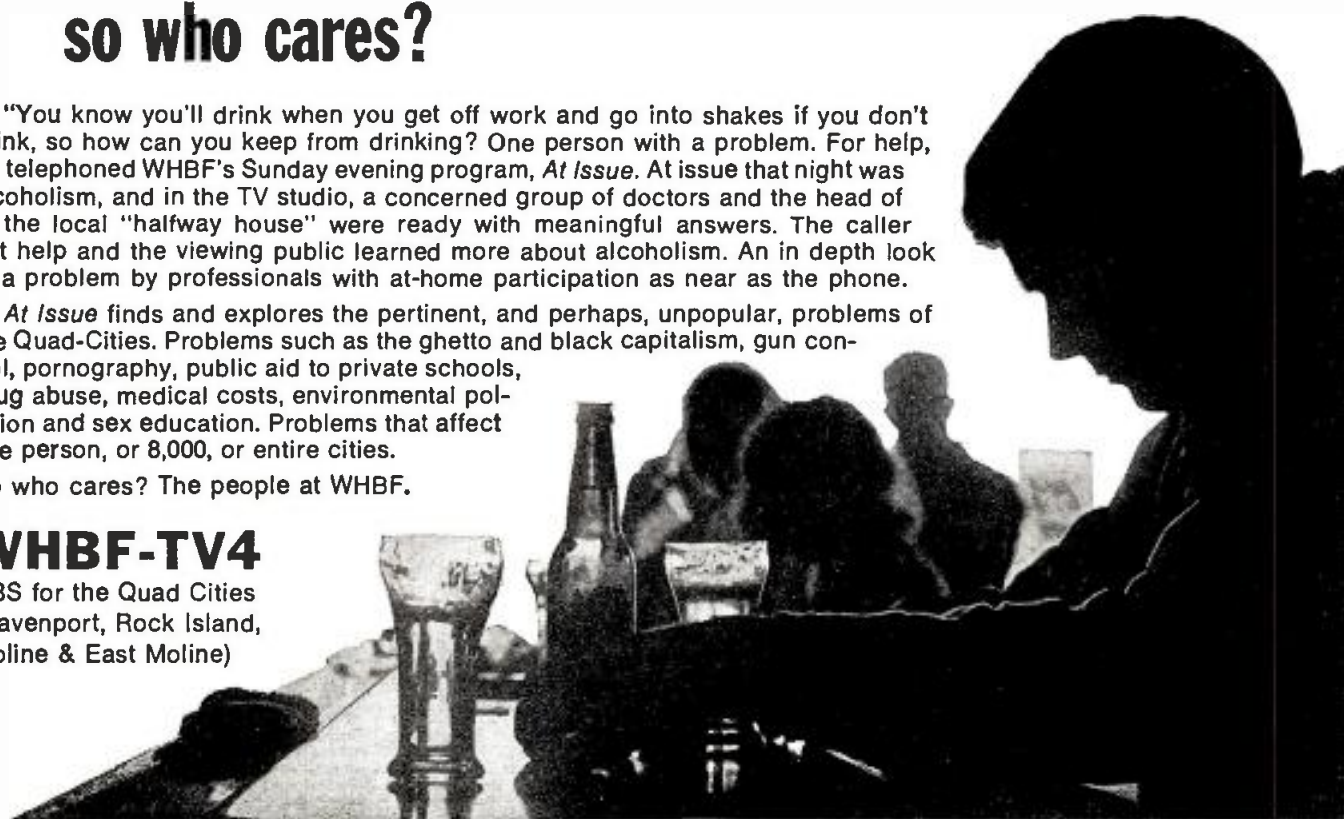
"You know you'll drink when you get off work and go into shakes if you don't drink, so how can you keep from drinking? One person with a problem. For help, he telephoned WHBF's Sunday evening program, *At Issue*. At issue that night was alcoholism, and in the TV studio, a concerned group of doctors and the head of of the local "halfway house" were ready with meaningful answers. The caller got help and the viewing public learned more about alcoholism. An in depth look at a problem by professionals with at-home participation as near as the phone.

At Issue finds and explores the pertinent, and perhaps, unpopular, problems of the Quad-Cities. Problems such as the ghetto and black capitalism, gun control, pornography, public aid to private schools, drug abuse, medical costs, environmental pollution and sex education. Problems that affect one person, or 8,000, or entire cities.

So who cares? The people at WHBF.

WHBF-TV4

CBS for the Quad Cities
(Davenport, Rock Island,
Moline & East Moline)



and *Locker Room Reports With Chris Hanburger* sponsored by Koons Ford (Kal & Merrick). WMAL-FM will carry the pregame show for Heathkit Electronics.

Steve Gilmartin and Mr. Campbell will do the play-by-play and color, respectively.

WTOP-TV Washington will carry the six preseason games of the Redskins. Ray Scott, who came to WTOP-TV earlier this year after a long career of sportscasting mostly in the Midwest, will do the play-by-play. WTOP-TV's Warner Wolf will handle color. Sponsorship will be on a participating basis

and is not yet completed.

(The foregoing article was supervised and principally written by Fred Fitzgerald, senior editor, with reports contributed by staff members in Washington, New York, Chicago and Hollywood.)

BroadcastAdvertising®

No softness in 1st-quarter spot TV

General Foods holds few qualms about medium as it gets close to P&G with \$10 million outlay

General Foods Corp., White Plains, N.Y., led all other companies in added investments in spot-TV advertising for the first quarter of 1970, according to Television Bureau of Advertising figures being released today (July 20).

The figures, based on tabulations from 261 stations in 75 leading markets, were supplied by Broadcast Advertisers Reports. They showed national and regional expenditures exceeding \$276 million by 1,173 companies for 5,017 brands. The figures, TVB noted, "have not been projected to reflect total U.S. investments."

The findings indicated that GF increased its spot budget \$2.8 million, to a total \$10.02 million for the quarter.

GF officials said expenditures for the first quarter had been budgeted before release of the firm's much-heralded study that was said to find magazine advertising "generally comparable" to TV advertising (BROADCASTING, March 9, et seq.). That study, undertaken by GF with *Life*, *Look* and *Reader's Digest*, subsequently received bad reviews from officials at the three networks, all of which attempted to debunk its findings.

GF officials also would not disclose second-quarter figures or indicate how the company planned to implement its TV-versus-magazine study in terms of its advertising budgets. But, it was reported, GF's expenditures in both broadcast and print advertising were up for the fiscal year ended March 31, 1970 as compared to the year before.

Other TVB-BAR findings:

- Five companies—Procter & Gamble, GF, Colgate-Palmolive, American Home Products and Bristol-Myers—allocated more than \$5 million to spot TV during 1970's first quarter.

- Food and food products ranked as the leading product category with investments totaling \$75.1 million in spot-

TV advertising. Toiletries and toilet goods ran second, drugs and remedies, third.

- In the first quarter, three out of every five announcements were 30-second units with spot advertisers using more 30's than all other lengths combined.

- Early evening TV posted the largest dollar investments—\$83.2 million—followed by nighttime with \$80.7 million. For the second consecutive quarter early evening was the biggest revenue producer.

TVB said that "specific company investments in this report are comparable to data which appeared in the TVB/BAR 1969 reports. Due to shifts in national and local designations by BAR,

Marion Harper bows out

Harper Rosenfeld Sirowitz, New York, announced last week that Marion Harper Jr. has resigned as president of the six-month-old advertising agency "because of the pressure of his other business interests."

Mr. Harper, a prominent figure in the advertising field, was ousted several years ago as board chairman of the Interpublic Group of Companies. There was speculation last week that Mr. Harper had been forced to resign from Harper Rosenfeld Sirowitz by three other members of the agency's board because they felt that Mr. Harper was not devoting sufficient time to the company.

Mr. Harper also is president and chairman of Systems for Growth, New York, a company that includes among its computer-oriented subsidiaries, Tekna-Media, a media buying service.

The name of the agency will be changed to Rosenfeld Sirowitz, with Len Sirowitz as president.

total dollars and category dollars for spot TV are not comparable."

The estimated expenditures of top-100 national and regional spot-television advertisers:

Rank	Company	Est. Expenditure
1.	Procter & Gamble	\$10,777,000
2.	General Foods	10,028,200
3.	Colgate-Palmolive	7,622,000
4.	American Home Products	5,508,200
5.	Bristol-Myers	5,248,900
6.	Lever Brothers	4,859,100
7.	Gillette	4,843,800
8.	Warner-Lambert Pharmaceutical	4,516,000
9.	Coca-Cola	4,213,500
10.	William Wrigley Jr. Co.	4,099,000
11.	R. J. Reynolds Industries	4,027,400
12.	General Mills	4,021,100
13.	Nestle Co.	3,769,200
14.	International Telephone & Telegraph	3,474,300
15.	Ford Motor	3,460,400
16.	Kraftco	3,249,700
17.	Sterling Drug	3,184,000
18.	PepsiCo	2,912,100
19.	General Motors	2,810,500
20.	Miles Laboratories	2,705,400
21.	Philip Morris	2,704,000
22.	Scott Paper	2,619,500
23.	Alberto-Culver	2,239,200
24.	Carnation	2,116,900
25.	American Can	2,061,400
26.	Standard Brands	2,038,500
27.	Richardson-Merrell	2,038,400
28.	Loews Theatres	1,993,900
29.	Quaker Oats	1,970,900
30.	Triangle Publications	1,933,800
31.	Johnson & Johnson	1,929,600
32.	Pillsbury	1,890,300
33.	C. B. C. International	1,795,900
34.	Motorola	1,743,900
35.	Shell Oil	1,667,100
36.	Norton Simon	1,613,500
37.	Campbell Soup	1,551,900
38.	Jos. Schlitz Brewing	1,470,800
39.	Plough	1,446,900
40.	Pan American World Airways	1,413,000
41.	Peter Paul	1,397,400
42.	Carter-Wallace	1,388,500
43.	Magnavox	1,369,800
44.	Avon Products	1,361,900
45.	Liggett & Myers Tobacco	1,324,700
46.	Seven-Up	1,270,100
47.	Borden	1,224,800
48.	Smith Kline & French Labs	1,201,200
49.	Dow Chemical	1,157,000
50.	Toyota Motor Distributors	1,142,900
51.	Rio Tinto-Zinc Corp. Ltd.	1,116,600
52.	Beatrice Foods	1,113,000
53.	Sunkist Growers	1,107,400
54.	Hills Brothers Coffee	1,080,400
55.	British-American Tobacco Co.	1,076,200
56.	General Telephone & Electric	1,063,500